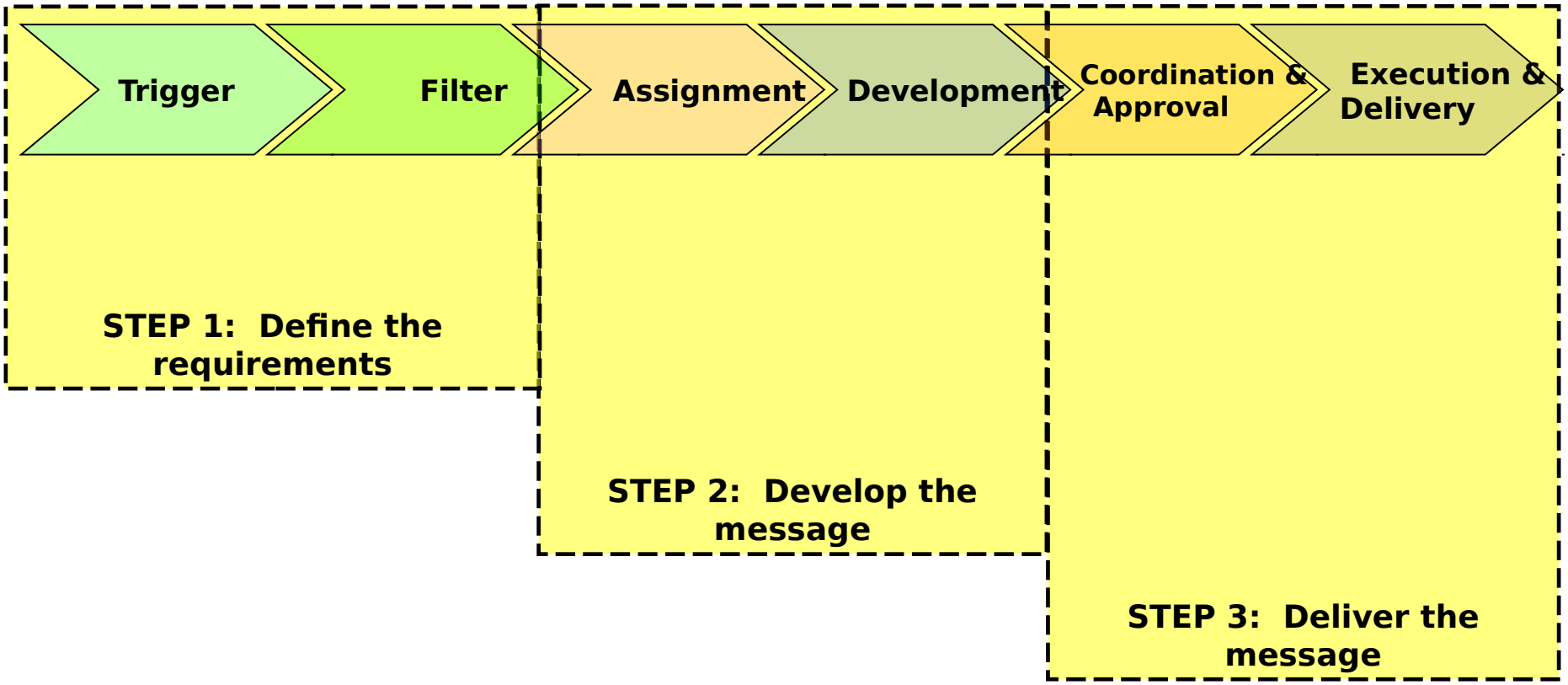
Customer Communications

2004 Customer Support Representative Conference August 23 - 27, 2004

Williamsburg, VA

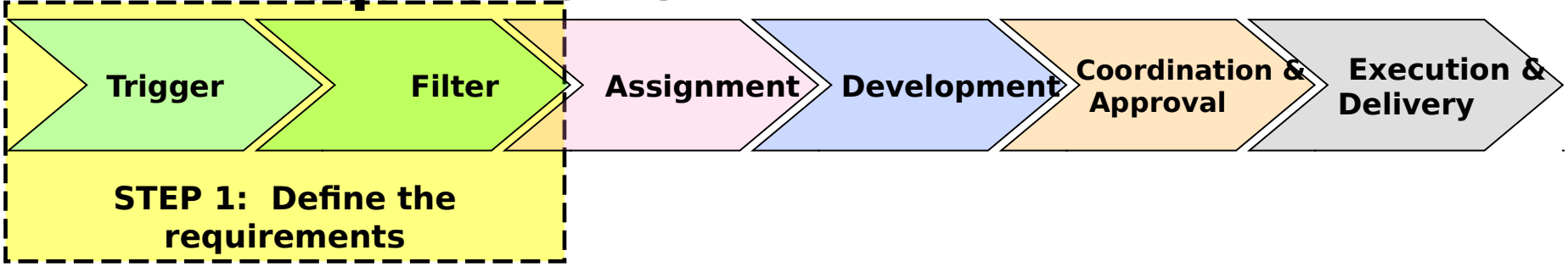
Vicki Christensen, J-422

Communications Development: 3- Step Process



Each of these steps are used to produce every communications product, whether internal or external, and regardless of the communication vehicle used.

Communications Development Process: Requirements



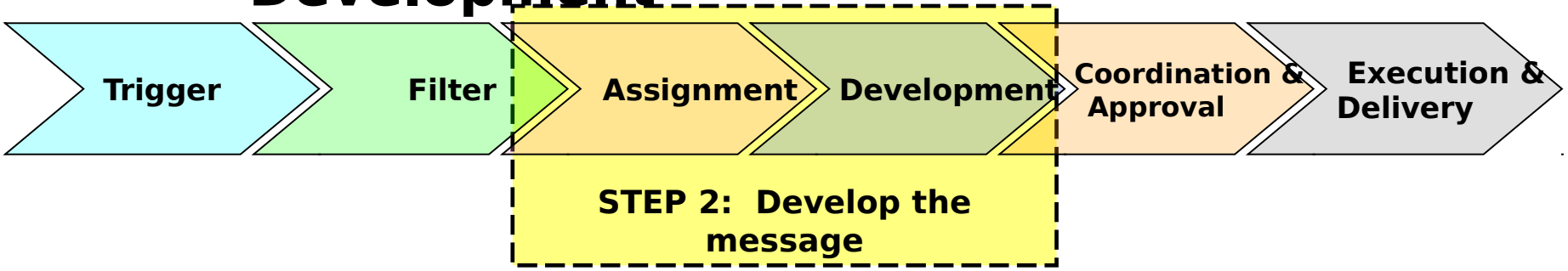
- **The process is triggered by:**
  - A “Pull” from a source ***outside*** (i.e., customer/web site inquiries, partner group meetings, reported process problems), OR
  - A “Push” from ***within*** (i.e., project team members, SMEs, customer “touch” personnel)

- **All potential impacts are then filtered into communication action items or products, which become part of the master communication plan.**

- **Requirements are defined to establish business rules for the proper development and delivery of the communication products. Factors such as severity level, audience, timeliness, etc., are incorporated into requirements.**

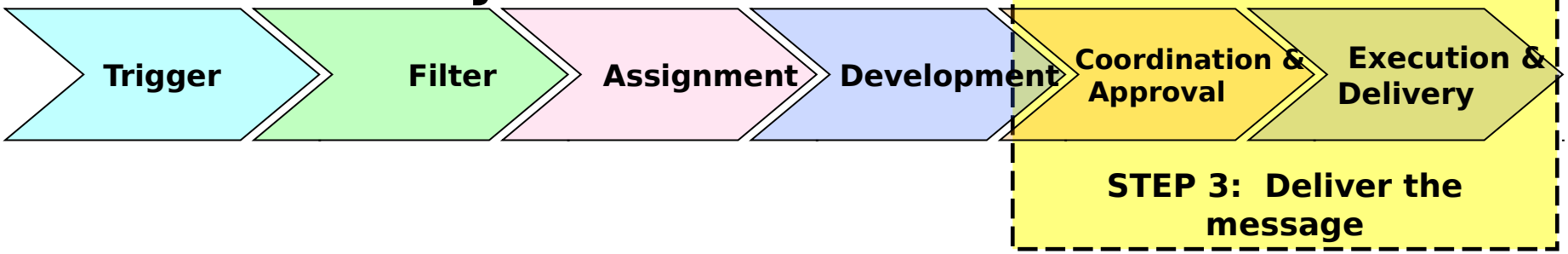
Each of these steps are used to produce every communications product, whether internal or external, and regardless of the communication vehicle used.

Communications Development Process: Development



- **Primary developers will be SMEs for their respective process where the specific topic/issue impacts customers.**
- **Assignments for the development of messages will be based on subject knowledge and responsibility.**
  - Development base already has expert knowledge of subject and customer impacts.
  - Reduces re-write, coordination and approval cycle time.
- **Base of developers may be comprised of a collaborative team, including SMEs and customer “touch” personnel, to ensure that content messages is appropriate.**

Communications Development Process: Delivery



- **Based on the communication vehicle used, customer touch organizations will have the primary responsibility and control over distribution of messages to customers and customer advocates.**
  - Minimizes redundancy, omission, and inconsistency between sites
  - Maximizes overall effectiveness
- **Proper execution of message ensures that approved messages get to the "right" customers at the "right" time.**
  - Communications Lead is responsible for tracking of messages and updating communications plan – communication plan is key
- **Vehicles include: Military Messages, emails, listserver (push technology providing customers with transformation information. Subscription capability on CRIC), Customer Resource Information Center (http://www.jdla/mil/j-4/CRIC), LOGLINES, Expos and conferences to name a few**

Help us help you…

- **We know that you need information to support the customer regarding BSM**
- **The process is only worthwhile if we communicate the information you need to your customers**
- **BSM Customer Communication POC serves as “gatekeeper” to channel requirements to BSM communications team.**
  - Provide BCC POC with communications requirements
    - General
    - Specific challenges
  - Requirements will be added to customer communication plan supported by BSM Communication team
  - J-4 will provide needed ‘tweaking’ to made communications customer friendly and provide via a variety of standard vehicles based on the communication need and the audience
  - Encourage Customers to submit communication requirements via email to Customer Mailbox at CustomerInfo@dla.mil
  - Be aware of what information is posted on the CRIC (http://www.dla.mil/j-4/cric) for our customers and use it!
  - **Cell Look up table:**
    - **https://today.dla.mil/dla-lookup/ - internal link**
    - **http://www.dla.mil/j-6/bsm/dla-lookup/ - public link**
- **Communicate your needs to BCC POC**
  - Vicki Christensen, J-422, 703-767-1497, DSN 427-1497, vicki.christensen@dla.mil

CSR BSM Training for Release 2

- **Intro to BSM via Video to all CSRs**
- **Process Courses conducted On Line**
- **Instructor based Navigation Courses utilized train the trainer approach conducted July 2004**
- **Each Service Team & Europe and Pacific have lead trainers.**
  - Feedback from CSR trainers suggests that many teams will conduct this training on-line (Army, AF, Navy).
  - J-42 Requested data environment for these Navigation Courses through DTC
- **Goal is to have all CSRs trained by September 1, 2004**

BSM CSR Training & Access

- **CSRs Complete training, send certificate to BSM office and notice of completed training to CSR team lead trainer, with copy to Mike Newman**
- **Complete System Authorization Access Requests (SAAR) through DLA Enterprise System Access Management (DESAM) (request goes to your CAM)**
- **Job Aids and access portals: https://polh.bsm.dla.mil/ or https://dla1.eportal.dla.mil/SAPPortal/**
- **Firewall issues: If unable to connect, get phone number of your site's firewall administer and provide to Cynthia.Ellison@dla.mil**
- **Once connected, practice, practice, practice.**
- **Issues or problems, contact Mike Newman 703-767-7525**

Customer Resource Information Center

Last Updated: 08/13/04

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Welcome to CRIC!

Customer Resource Information Center (CRIC) is an effort to keep you connected with DLA's transformation efforts.

Over the past 5 years, DLA has been undergoing a tremendous transformation across the enterprise. The transformation has included the replacement of our supply systems with a new state-of-the-art supply-chain system that will connect business processes from supplier to customer. Our business processes are also being re-vamped to allow us to provide improved readiness and customer support. The new tools and capabilities provided by the transformation are exciting and will allow us to better collaborate with our customers and bring industry leading practices to the forefront of the Agency's business. Saying that a transformation of this magnitude brings about change in all areas of our business is an understatement.

Business Systems Modernization (BSM) and Customer Relationship Management (CRM) ... Just two of the many transformation efforts helping DLA.

Latest News

New DLA performance metric to focus on customer needs 8/5/04

BSM Directorates of Customer Operations (DCOs) 7/13/04

Who ya gonna call? 7/13/04

DoD EMALL: DLA's One-Stop Shopping site for Customers 7/13/04

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DoD EMALL

NSN Query/WebFLIS

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** DoD EMALL has been identified as the long-term replacement for WebCATS, ...

Scrolling Banner Text

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Purpose

The Customer Resource Information Center (CRIC) is dedicated to provide information to DLA customers about the different transformations/initiatives taking place within DLA which will affect the way customers do business with DLA.

BSM

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DLA Initiatives

Whether it's BSM, or any other DLA initiative, CRIC is the one stop-shop to learn about these initiatives/transformations.

Click on the following links to learn more about DLA's transformation efforts:

BSM

"Transforming Processes to Bridge DLA and its Customers"

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BSM

Business Systems Modernization (BSM) is by far the most significant Information Technology and reengineering project in the Defense Logistics Agency (DLA) today. Once fully implemented, we expect to achieve the proven benefits of commercial-off-the-shelf (COTS) software and reengineered business practices, resulting in better service to our customers. This sweeping endeavor offers best value solutions to our customers.

Vision

The vision statement for the BSM implementation:

To achieve the proven benefits of commercial-off-the-shelf (COTS) software and reengineered business practices, resulting in better service to our customers.

- BSM Frequently Asked Questions
- BSM FOC Frequently Asked Questions
- Contact Us - BSM

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Coming Soon!

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Get inside information and learn about major developments with DLA's transformation efforts.

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Customer Messages

- Defense Logistics Agency's (DLA) High Priority (Hi Pri) Order Flow Continues to be Operational - 8/9/04
- August Collaboration Procedures - 8/5/04
- BSM High Priority Requisition Processing Instructions During Blackout 7/13/04
- BSM Release 2 Update and Advance Notification of System Non-Availability for Items Currently Contained in BSM 7/13/04
- BSM System Non-Availability and Release 1.2/1.1 Cutover 4 Implementation 4/30/04
- Operational Rations incorporating into BSM Release 1.1 4/21/04
- R 1.1 BDUs - Clothing and Textiles (C&T)
- BSM Status: 18 October, 2002
- "SMS" is New Routing Identifier Code (RIC)/Source of Supply (SOS) for BSM
- Changes/Differences
- DSCC Reorganization Memo 5/4/04
- Service Level Agreements

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PERFORMANCE-BASED AGREEMENTS (PBAs)

PBAs, previously referred to as service-level agreements, state customer expectation of DLA and DLA's expectations of the customer. PBAs are negotiated to delineate what each party will provide and can expect to be provided in the business relationship. For example, a PBA could include what products or services DLA will provide to the customer, in what quantities, at what price and at what time. There are currently eight (8) signed PBAs and DLA continues to expand its PBA development.

Learn more about PBAs

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- Who ya gonna call? 7/13/04
- DoD EMALL: DLA's One-Stop Shopping site for Customers 7/13/04
- Defense Logistics Agency Implemented New Logistical Performance Measurements 6/4/04
- Business Systems Modernization (BSM) Release 1.1 Cutover 5 Scheduled for June 2004 Implementation 6/3/04
- BSM Full Operating Capability (FOC) Scheduled for September 2006 6/3/04
- DLA's Virtual Contact Center Goes Virtual - 3/10/04
- Performance-Based Agreements Support Customers at DLA Spring Dimensions 2004
- BSM Release 1.1 Adds BDUs, Begins Subsistence Migration - 12/12/03
- New Customer Operations and Readiness Directorate to engage customers around the world - 10/3/03
- Team gears up for transition to BSM- 6/19/02
- BSM: Trying to teach an Old Dog new tricks - 6/17/02
- BSM brings promise of standardization for procurement - 6/6/02
- DLA shifting from managing supplies to managing suppliers - 5/31/02
- BSM shifts DLA focus from items to customers - 5/22/02
- Evolving supply chain management boosts competitive advantage - 5/8/02
- DLA pleasing customers, and making progress in BSM, Cost Recovery - 5/1/02
- BSM 102 at DDC - 4/15/02
- Order fulfillment depends on integrated supply chain - 4/9/02
- BSM redefines DLA finance for the 21st century - 2/13/02

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Important DLA Customer Links

Defense Logistics Agency (DLA)

J-3 Logistics Operations

J-4 Customer Operations and Readiness

DLA Points of Contact

Guide to DLA Systems (Logistics Exchange)

DLA Contact Center

WebCATS

Other DLA Links

J-6 Information Operations

Defense Distribution Center (DDC)

Defense Supply Center Columbus (DSCC)

Defense Supply Center Philadelphia (DSCP)

Defense Supply Center Richmond (DSCR)

Defense Logistics Information Service (DLIS)

Defense Reutilization and Marketing Service (DRMS)

Defense Logistics Agency Europe (DLA-E)

Defense Logistics Agency Pacific (DLA-P)

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- Questions regarding BSM
- Provide feedback about the website

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Contact Us - BSM

Our DLA Contact Center is your source for BSM information. Our professional staff is available to take your call 24 hours a day, 7 days a week.

Call us - Toll Free: 1-877-DLA-CALL (352-2255), DSN: 932-7766, or Commercial: 269-961-7766

OR

Email us - MagicTSD@DLIS.DLA.MIL

Customer POCs

Learn about other ways of getting in touch with us 'Who ya gonna call'.

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